

Ok to enter After Final Amendment

1/05/10

Claim Amendments

/EC/

Please amend claims 72 and 73 as shown below.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1-71 (Cancelled)

72. (Currently amended) A database searching apparatus comprising:
~~an account management server;~~
a search engine ~~in data communication with the account management server~~
and operative to provide search results including search listings according to rank; and
a database searchable by the search engine and including a plurality of search listings, at least some search listings being associated with advertisers, the search listing associated with an advertiser including a search term specified by the advertiser, and a desired rank specified by the advertiser for a search listing and a maximum cost per click (maximum CPC) and a cost per click (CPC) associated with the desired rank for the search term and the advertiser,
account management server means in data communication with the database for automatically adjusting the CPC for a search listing in response to advertiser inputs;

wherein, when the advertiser enters a new search listing or changes the maximum CPC of a search listing, the account management server means is operative to;
adjust the CPC of the advertiser's search listing to maintain the desired rank,